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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Koji KIDA  
Title: ADVERTISEMENT PRESENTATION SYSTEM  
Appl. No.: 09/916,581  
Filing Date: 7/30/2001  
Examiner: Duran, Arthur D.  
Art Unit: 3622  
Confirmation No.: 9542

**AMENDMENT AND REPLY UNDER 37 C.F.R. 1.116**

**Box AF**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated April 19, 2007, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 6 of this document.

Please amend the application as follows: